**Name of Test: Computer Applications Benchmark 2**

**Directions:**

1. The group of people who are potential purchasers of a product or service. Manufacturers and product designers must keep consumer groups in mind when designing, manufacturing, and marketing products is called\_\_\_\_.
   1. consumer group.
   2. patent.
   3. control group.
   4. social group.
   5. all of the above
2. A working model of a new product. Product designers use prototypes to test new products to see how well they work, how long they will last, and how safe they are is called\_\_\_\_.
   1. patent.
   2. design specifications.
   3. consumer group.
   4. Prototype.
   5. None of the above
3. A \_\_\_is the grant of a property right to an inventor. A.U.S. patent gives its holder the right to exclude others from making, using, offering for sale, or selling the invention in the United States or importing the invention into the United States.
   1. net profit.
   2. product launch.
   3. Patent.
   4. Blueprint.
   5. all of the above .
4. A detailed list of information about a product that is under development. This list may include descriptions of thee materials used in the product and its appearance, purpose, and safety requirements.
   1. contingency plan.
   2. market research.
   3. design specifications
   4. product launch.
   5. None of the above
5. A plan developed to deal with a possible event or set of events is called\_\_\_\_\_.
   1. Contingency plan.
   2. Technology innovation.
   3. market research.
   4. design specifications.
   5. None of the above
6. The collection and evaluation of information about how consumers behave and what they want from products and services is called\_\_\_\_\_.
   1. Response.
   2. division of labor.
   3. Outputs.
   4. market research.
   5. all of the above
7. The amount earned after all expenses associated with producing and selling a product are deducted is called\_\_\_\_\_.
   1. consumer group.
   2. Patent.
   3. net profit.
   4. Inputs.
   5. None of the above
8. \_\_is the process of introducing a new product to the market.
   1. Technological innovation.
   2. Design specifications.
   3. Technological innovation.
   4. Product launch.
   5. None of the above .
9. The characteristics of a population, such as TV viewers, as related to age, sex income education, marital status, and other measurable data is called\_\_\_\_.
   1. Demographics.
   2. Template.
   3. Flowchart.
   4. contingency plan.
   5. None of the above.
10. \_\_\_\_refers to a product that has been recycled into something other than the original product. F
    1. Prototype.
    2. Patent.
    3. template.
    4. Downcycled.
    5. None of the above.
11. A diagram representing how to carry out a step by step process is called a \_\_\_\_
    1. Input.
    2. Output.
    3. Template.
    4. Flowchart.
    5. all of the above .
12. \_\_is a pattern or diagram that is used to guide someone in tracing, cutting, or otherwise manufacturing something.
    1. Flowchart.
    2. Blueprint.
    3. Subassembly.
    4. Outputs.
    5. None of the above.
13. This department decides how much each department in the company should spend on such items as personnel, materials, and marketing materials.
    1. Finance.
    2. Materials.
    3. Finance.
    4. Production.
    5. all of the above.
14. This department helps the company come up with appropriate environmental policies.
    1. Finance.
    2. Production.
    3. Corporate citizenship.
    4. Marketing and sales.
    5. None of the above.
15. This department makes products when they are needed by the company.
    1. Finance.
    2. Production.
    3. marketing sales.
    4. corporate citizenship.
    5. all of the above.
16. This department conducts research to determine customers’ demands.
    1. Production.
    2. Finance.
    3. corporate citizenship.
    4. Marketing.
    5. all of the above .
17. This department responds to customers’ concerns about the company’s product.
    1. Response.
    2. Production.
    3. Finance.
    4. corporate citizenship.
    5. None of the above or all of the above
18. This department organizes advertising strategies that attract customers.
    1. Finance.
    2. Production.
    3. corporate citizenship.
    4. marketing and sales.
    5. None of the above
19. This department works with other departments to make sure that products are profitable.
    1. Finance.
    2. marketing and sales.
    3. Production.
    4. corporate citizenship.
    5. all of the above.
20. This department oversees the quality of the product.
    1. marketing and sales.
    2. Production.
    3. corporate citizenship.
    4. Finance.
    5. all of the above .

21-25 Draw a flow chart for washing and drying a dish by hand, and write instructions to accompany it.

1. Name the different arrangements for a facility for a presentation.

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1. List three items a presenter may need for a presentation.

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1. Name the three types of presentations discussed in class.

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1. List at least three tips for delivering a presentation.

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1. Define verbal communications and give an example.

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1. Define non-verbal communications and give an example.

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1. When preparing a PowerPoint you should not use the following as a guide.
   1. Use a font size 4o for each slide
   2. Capitalize all your letters
   3. Use any pictures you desire no matter the topic of the PowerPoint
   4. Do not give credit to the websites you use.
   5. all of the above
   6. Desmond Rhodes works in the customer service department of Career Paths, a large professional-development company. This company sells videos and holds seminars on professional development and improvement. Desmond answers inquiries coming in on an 800 number and makes many monthly long distance calls. During his breaks, he sometimes uses the company telephone to call members and friends who live in other parts of the country. He has also given the company’s 800 number to several friends, who call him occasionally. Desmond’s friends like the convenience of using the 800 number to call their old friend. Besides, it doesn’t cost them anything. Desmond feels that it is all right to use the telephones in this way because the company is paying for these services.

Is Desmond stealing from the company? Explain.

What advice would you give Desmond about making personal long-distance calls from a work phone? Write this advice in the form of a dialogue between Desmond and you.

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1. Essay question

You are an astronaut on a peaceful, exploratory mission to Planet Q. As a representative from Earth, you are to present three gifts from our planet. What items will you take? Write a proposal to the sponsors of your mission explaining why you think these will make excellent gifts.